



**WISCONSIN EDUCATIONAL
COMMUNICATIONS BOARD**

Thomas L. Fletemeyer, Executive Director

October 15, 2003

The Honorable James Doyle
Governor, State of Wisconsin
and Members of the State Legislature

I am pleased to present the 2001-2003 Biennial Report of the Wisconsin Educational Communications Board (ECB), in compliance with s.15.04(1)(d), Wis. Stats.

Among the agency's recent accomplishments are these highlights:

- Completed the mandatory transition to digital television broadcasting in cooperation with the University of Wisconsin Board of Regents, the state Department of Administration, and Milwaukee Public Television.
- Provided an estimated 37,000 Wisconsin teachers of pre-kindergarten through Grade 12 instructing approximately 600,000 students with more than 1,037 hours of instructional television (ITV) programs broadcast statewide. These telecasts include approximately 144 series consisting of more than 1,845 programs.
- Collaborated with the University of Wisconsin and Wisconsin Technical College systems, providing opportunities for adults to fulfill degree requirements or to enroll in continuing education programs via satellite and televised broadcasts.
- Initiated the development of multimedia resources for K-12 classroom educators to teach democracy education and engaged citizenship in response to the Wisconsin Civics Action task force report and Wisconsin teachers. This innovative project actively models democratic participation by students who are expressing their rights and responsibilities as effective citizens engaged civically in their classrooms, schools, communities, tribes, and states. Curriculum materials — tiered for elementary, middle and high school students — will be based on Wisconsin's Model Academic Standards for Social Studies and will include ITV programs broadcast statewide on public television, digital media resources, Web sites for student use, and accompanying teacher materials.
- Conducted the nation's first K-12 successful classroom tests of interactive digital television received by datacasting, one of the delivery methods that DTV makes possible. (Datacasting allows additional content to be embedded into the regular digital broadcast signal.) Five classrooms at three Madison-area schools were receiving sites for enhanced digital programs selected from the ECB-produced series *Investigating Wisconsin History* and *Hand in Hand*, transmitted through a partnership with commercial digital television station WISC-TV.
- Coordinated the PBS K-12 Digital Classroom Project bringing together ECB, PBS, WPT and Madison's Cherokee Middle School to explore how digital broadcasting and other methods for delivering educational content can give educators easy access to classroom media. Using the digital signal of WHA-DT, ECB was the first of seven PBS broadcasters around the country to conduct such classroom tests.



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- Unveiled *Digital Wisconsin* in June 2003. A media library of over 15 hours of Wisconsin studies and professional development materials, the initial Digital Wisconsin project supported 40 teachers from 16 school districts striving to bring digital technologies to their classrooms. A joint project with TEACH Wisconsin and CESA 10, *Digital Wisconsin* makes this closed-captioned content available on video servers and equips area teachers and library media specialists with the skills to integrate content into curriculum for use during the 2003-04 school year. ECB anticipates later use of these resources by teachers throughout the state.
- Operated Wisconsin Public Radio and Wisconsin Public Television as a cost-effective, efficient partnership with the University of Wisconsin Board of Regents.
- Collaborated with state education agencies to sponsor the annual Governor's Wisconsin Educational Technology Conference, with a schedule of more than 175 seminars and hands-on workshops attracting approximately 1800 participants.
- Forged partnerships and links with a greater number and variety of compatible entities that share ECB's vision and goals for serving Wisconsin residents.

In the coming biennium, ECB will continue to advance strategies for bringing people and ideas together through partnerships in telecommunications.

Sincerely,

Thomas L. Fletemeyer
Executive Director

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Overview

Mission and Statutory Responsibilities

The mission of the Wisconsin Educational Communications Board (ECB) is to ensure that public radio and television programs and services are made available throughout the State of Wisconsin, and that these programs and services reflect and respond to the educational and cultural interests and needs of the residents of the state.

The Wisconsin Educational Communications Board plans, develops, constructs and operates statewide public radio, public television and educational tele-communications systems, and works with public sector agencies as reviewer, adviser and coordinator in helping them to meet their needs through the use of telecommunications.

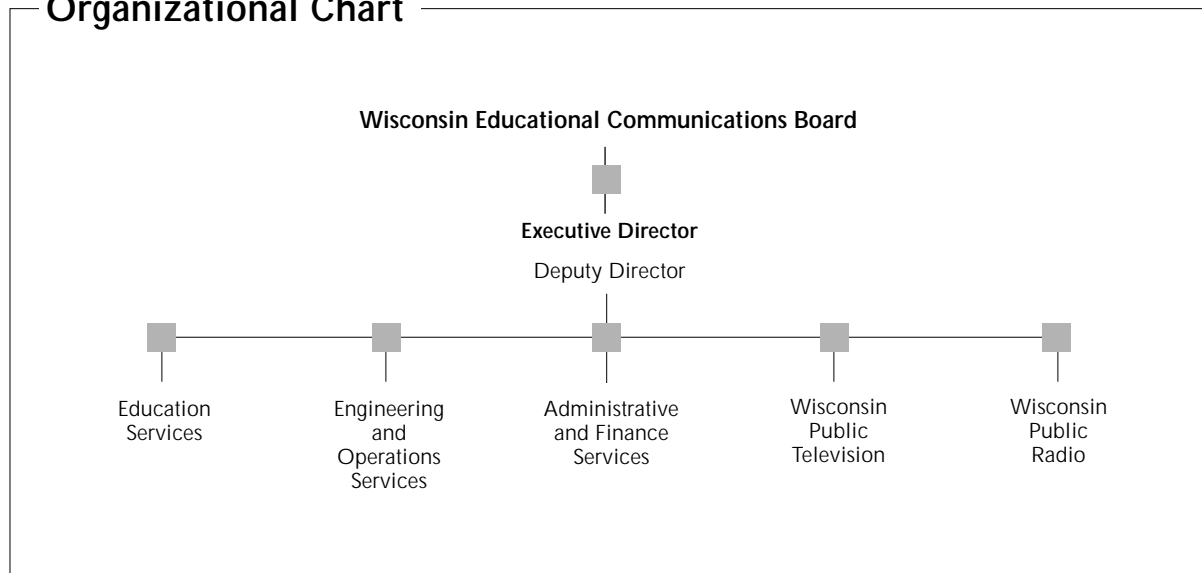
The ECB Education Services Division produces and schedules instructional/educational programming for all of Wisconsin's public television stations. In addition to broadcast, instructional programming is produced in CD-ROM format and for the World Wide Web. The Education Services Division also operates a statewide conferencing network via the Internet for the K-16 education community. This service primarily provides online professional development for Wisconsin teachers.

Statewide broadcast engineering/operations is the responsibility of ECB's Engineering and Operations Division. This division delivers the network signals of Wisconsin Public Radio and Wisconsin Public Television statewide.

Agency support functions, including personnel, computer, and finance and accounting services, are carried out by the ECB Administrative and Finance Services Division. These administrative functions support the Engineering and Operations Division, the Education Services Division, ECB Board functions, parts of Wisconsin Public Radio and Wisconsin Public Television operations, and the Wisconsin Public Broadcasting Foundation, Inc.

The ECB and the Board of Regents of the University of Wisconsin System jointly operate Wisconsin Public Radio and Wisconsin Public Television. This partnership manages cultural and informational programming, individual and corporate contributions, and program information functions for broadcast over the Wisconsin Public Radio and Wisconsin Public Television networks.

Organizational Chart



The Wisconsin Educational Communications Board

Board Structure

The policy-making structure of the 16-member Educational Communications Board provides for representation from the public and educational interests, as well as from the executive and legislative branches of state government.

During the 2001-2003 biennium, board membership included: two public members appointed by the governor; the president of the University of Wisconsin (UW) System, the director of the Wisconsin Technical College System (WTCS), the state superintendent of public instruction, the secretary of the

Department of Administration, or their designated representatives; an appointee of the Board of Regents of the UW System and an appointee of the WTCS Board; two members appointed by the governor to represent public and private education; four members of the Legislature (two each from the Senate and the Assembly, representing the majority and minority parties); the president of the Wisconsin Public Radio Association; and one member with a demonstrated interest in public television who resides within the coverage area of a Wisconsin Public Television station licensed to the Educational Communications Board.

Board Members

Officers of the Board

Gary R. George, *Chair*

Milwaukee

Senate, Majority Member

Rolf Wegenke, *Vice Chair*

Madison

Private Education Member

Darylann Whitemarsh, *Secretary*

Oshkosh

Public Education Member

Members of the Board

Darnell Cole

Milwaukee

Appointee, Wisconsin Technical College System Board

Patrick G. Boyle

Madison

Appointee, UW Board of Regents

Armando Bras

Richfield

Citizen Member

Brian Hayes

Madison

Designee, Department of Administration Secretary

Bernard Kubale

Milwaukee

President, Wisconsin Public Radio Association

David Hutchison

De Pere

Television Public Member

Deborah Mahaffey

Madison

Designee, Wisconsin Technical College System Director

V. Thomas Metcalfe

Madison

Citizen Member

David Olien

Madison

Designee, UW System President

Calvin Potter

Madison

Designee, State Superintendent of Public Instruction

Peggy Rosenzweig

Wauwatosa

Senate, Minority Member

Marlin Schneider

Wisconsin Rapids

Assembly, Minority Member

Gregg Underheim

Oshkosh

Assembly, Majority Member

Broadcast Services

Wisconsin Public Radio

Wisconsin Ideas Network

91.1	WLFM/Appleton (licensed to Lawrence University)
102.9	W275AF/Ashland-Bayfield*
AM 930	WLBL/Auburndale-Stevens Point*
90.7	WHAD/Delafield-Milwaukee*
88.1	WHID/Green Bay (licensed to UW Board of Regents)
91.3	WHHI/Highland-Dodgeville*
90.3	WHLA/La Crosse*
AM 970	WHA/Madison (licensed to UW Board of Regents)
90.9	W215AQ/Middleton-West Madison*
88.3	WHWC/Menomonie-Eau Claire*
90.3	WRST/Oshkosh (licensed to UW Board of Regents)
90.3	WHBM/Park Falls*
88.7	WRFW/River Falls (licensed to UW Board of Regents)
91.3	KUWS/Superior* (licensed to UW Board of Regents)
91.9	WLBL-FM/Wausau*

NPR News & Classical Music Network

104.7	W284AN/Ashland-Bayfield*
89.9	WHSA/Brule*
89.7	WUEC/Eau Claire (licensed to UW Board of Regents)
89.3	WPNE/Green Bay*
91.1	WGTD/Kenosha (licensed to Gateway Technical College)
88.9	WLSU/La Crosse (licensed to UW Board of Regents)
88.7	WERN/Madison*
90.7	WVSS/Menomonie (licensed to UW Board of Regents)
90.9	WHRM/Wausau*

Wisconsin Public Television

WHA-TV/21/Madison (licensed to UW Board of Regents)
WHLA-TV/31/La Crosse*
WHRM-TV/20/Wausau*
WHWC-TV/28/Menomonie-Eau Claire*
WLEF-TV/36/Park Falls*
WPNE-TV/38/Green Bay*

Translators

Adams (Adams County)/64*
Bloomington (Grant County)/49*
Sister Bay (Door County)/55*
Fence (Florence County)/54*
River Falls (Pierce County)/55*
Grantsburg (Burnett County)/39*

Affiliates

WMVS-TV/10/Milwaukee
WMVT-TV/36/Milwaukee
WDSE-TV/8/Superior-Duluth

**Licensed to the Wisconsin Educational Communications Board*

Education Services Division

The 2001-2003 biennium was truly a historic one for the ECB Education Services Division as ECB entered a new era with the start of digital broadcasting at all of its locations. Collaborative efforts involving all of the agency's divisions led to successful pioneering projects that received national attention for demonstrating in Wisconsin schools what digital television can bring to the classroom. And the division's traditional strengths of instructional production and educator professional development continue to be valued in the classroom and recognized with regional and national awards of excellence.

Partnering with others in the state's education community and beyond, the ECB produces and delivers programs and resources for Wisconsin teachers, students, parents, and adult learners using a variety of media and technologies — television broadcasts, digital media, video recordings, CD-ROMs, the Internet, and print materials.

Collaboration among educational institutions

Making effective use of instructional resources transmitted to the state's PK-12 classrooms is a cooperative partnership linking the ECB, the Department of Public Instruction (DPI), cooperative educational services agencies, local school districts, and various post-secondary institutions. The ECB works with regional educational telecommunications area (RETA) directors, providing professional development opportunities related to the ECB's programming for schools that are RETA members.

The ECB also collaborates with the University of Wisconsin and Wisconsin Technical College systems, providing opportunities for adults to fulfill degree requirements or to enroll in continuing education programs via satellite and televised broadcasts.

Throughout the biennium, the Education Services Division fulfilled its mission of coordinating development, acquisition, scheduling, use and evaluation of hundreds of in-school instructional television broadcasts. Wisconsin's annual selection of instructional programming — a process that involves teacher advisory committees, directors of curriculum and instruction, DPI content consultants as well as RETA directors — identifies schools' needs for multimedia resources and determines which programming to add or drop from the broadcast schedule. Because of its reliance on educators' evaluations, the ECB's selection process is regarded as a national model for assessing and responding to educational needs.

An estimated 37,000 Wisconsin teachers of PK-12 instruct approximately 600,000 students using more than 1,037 hours of instructional television (ITV) programs broadcast annually. These telecasts include approximately 144 series consisting of more than 1,845 programs.

Each in-school recording of an ITV program reaches between 100 and 125 students. Nearly 4,000 teacher guides, which complement ITV programming, were purchased during the biennium. A utilization survey of library media directors in Fall/Winter 2001-02 showed that the top four most used series included three ECB-produced series.

ECB's instructional resources such as CD-ROMs, and Web-based resources are increasingly used in classrooms around the state. The ECB Web site (www.ecb.org) is visited over 40,000 times each month, and the popular "Surf Report" review of Web sites for the classroom draws between 2,000 to 4,000 visitors in a single month. Several Web pages supplementing the ITV series *Tracks: Impressions of America* are visited between 500 and 1,000 visitors monthly.

New instructional productions

The ECB's long-range plan responds to needs identified by classroom teachers and directors of curriculum and instruction, as the agency develops resources that focus on social studies topics for the state's K-12 students.

The ECB's latest initiative is developing multimedia resources for K-12 classroom educators to teach democracy education and engaged citizenship. Responding to the Wisconsin civics action task force report, this innovative project actively models democratic participation by students who are expressing their rights and responsibilities as effective citizens engaged civically in their classrooms, schools, communities, tribes, and states. Curriculum materials — tiered for elementary, middle and high school students — will be based on Wisconsin's Model Academic Standards for Social Studies and will include ITV programs broadcast statewide on public television, digital media resources, Web sites for student use, and accompanying teacher materials.

Cultural Horizons of North America focuses on culture as a way of life, not limited by race and ethnicity, fostering respect for the diversity that enriches our lives. This 10-part video series of 15-minute, closed-captioned programs is designed to help students explore their own cultural identities and examine the ways in which climate and geography have shaped the development of cultures in the United States and Canada. *Cultural Horizons of North America* also helps students appreciate cultural differences and learn approaches to cultural inquiry and preservation. Portions of the *Cultural Horizons* printed teacher guide will be available on the ECB's Web site. The video series debuts statewide on public television in fall 2003.

The series on North America was preceded by *Cultural Horizons of Wisconsin* which focuses on culture that enriches life in our state. This series of ten 20-minute video programs,

accompanied by the *Cultural Horizons* teachers' manual, first aired in its entirety during the 2001-02 school year. In late 2002, "Beyond Borders," an episode from the series, received a Midwest Emmy for children's programming from the Chicago/Midwest Chapter of the National Academy of Television Arts and Sciences. The first place award was for Outstanding Achievement for Children's Programming – Children's or Teen Series.

Also accompanying the video programs is a companion *Cultural Horizons of Wisconsin* CD-ROM that provides rich archival and contemporary audio and visual resources to help students explore the ways people in Wisconsin interact with one another and with their environment. The CD-ROM has been well received in schools and has been highlighted in many educator professional development workshops on how to integrate this wealth of information into classroom lesson plans.

Hand in Hand is another social studies project developed by the ECB, in collaboration with the Center for Educational Resources, of Indianapolis. This 12-part video series for grades 2 and 3 considers the dynamics of community life. Its 20-minute, closed-captioned programs explore how communities develop to meet the wants of their inhabitants, how communities are similar and different, and how and why they are interdependent. Students then examine the nature of their own local communities and explore the rich diversity of communities that exist in our nation and the world. *Hand in Hand* debuted in fall 2002.

Instructional production partnerships

The ECB pools its resources with dollars from other states to form consortia, where combined funding can underwrite production of high-quality video programming that meets the common needs of consortia members.

One such collaboration is the Conflict Resolution: Skills and Strategies project, produced by the Center for Educational Resources in partnership with ECB and Phi Delta Kappa International. This multilevel initiative debuted its third video series in fall 2001, *Bridging the Gap*, for grades 6 through 8. This series — along with its predecessors *Getting Along*, for PK through grade 2, and *Working Together*, for grades 3 through 6 — provides a continuum of learning that encourages children to hone their abilities to resolve conflict during their most formative years.

Wisconsin students continued their winning ways this biennium by having their entries in the *What's In The News* annual essay-writing contest deemed exceptional. Fifth-graders Brianna Bennett, of Mineral Point, and Christina Brahe, of Appleton, appeared on *What's In The News*, a weekly current-events ITV series for grades 4 through 6, in spring 2002 and 2003, respectively, to read their essays

Education services development

During this biennium, the division was successful in obtaining additional funding to support a variety of projects, such as the PBS K-12 Digital Classroom Project, the Digital Wisconsin project, and Cultural Horizons of Wisconsin.



Anastasia's family culture includes working with her father in their garden in Madison, Wisconsin, where the family grows crops that remind them of their South Korean heritage. This segment is part of both Cultural Horizons of Wisconsin and the new national series, Cultural Horizons of North America.

Professional development for educators

The ECB's ongoing video series *Teaching Through Technology (TTT)* received top honors in the instructional inservice/staff development category in January 2001 at the annual conference of the National Educational Telecommunications Association, a professional organization made up of public television stations and networks in more than 40 states. Launched in 1997, *Teaching Through Technology* showcases Wisconsin K-12 educators making innovative use of various technologies in their classrooms.

During 2001-2003, 36 educators were featured, demonstrating their methods for integrating various technologies into the curricula. *TTT* programs for the 2002-03 school year focused on supporting new DPI standards for design education. These programs focused on innovative technology use in art and design education. Episodes showcased schools and projects using technology in design and included interviews with professionals working in various design careers. Six half-hour *TTT* programs are produced each school year. The series is complemented with a Web site (www.ecb.org/ttt/). The series also serves teachers elsewhere in the country and it is broadcast in six other states besides Wisconsin.

The ECB further contributes to the professional development of state's education community as one of several sponsoring agencies of The Governor's Wisconsin Educational Technology Conference. Held annually since 1993, the conferences in 2001 and 2002 drew 1500 to 1800 attendees, who participated in more than 175 workshops and sessions.

Educational technology projects

This biennium saw the completion of the first phase of the digital television (DTV) conversion, with all transmitter sites throughout the state now broadcasting DTV signals. This adds a powerful resource to the ways ECB can serve the state's classrooms. During 2001-03, ECB conducted extensive pilot tests, becoming a national leader in demonstrating how DTV will enhance students educational experiences, going beyond what can be accomplished with the Web and other multimedia formats.

In the fall of 2001, ECB conducted *the nation's first K-12 classroom tests of interactive digital television* received by datacasting, one of the delivery methods that DTV makes possible. (Datacasting allows additional content to be embedded into the regular digital broadcast signal.) Five classrooms at three Madison-area schools were receiving sites for enhanced digital programs selected from the ECB-produced series *Investigating Wisconsin History* and *Hand in Hand*, transmitted through a partnership with commercial digital television station WISC-TV.



A student at Verona's Country View Elementary guides her own study of Wisconsin history using an interactive digital television (DTV) program. Her class was the first in the nation to use such curriculum content delivered to schools by DTV datacasting.

One third-grade student gave interactive digital television a glowing endorsement saying "If spelling was like this, I'd like it." These tests involved broadcasts directly to area classrooms that delivered full-screen, digital instructional programs with built in interactive resources. These test datacasts were received in the classrooms on a computer equipped with a digital TV tuner card and a small indoor antenna. "I thought the multiple ways of presenting information was very helpful for different kinds of learners," said one of the participating teachers.

The next step was to equip a school to receive such broadcasts on a central computer that could make interactive programs available on computers in labs throughout the building. This happened in fall 2002 when the PBS K-12 Digital Classroom Project brought together ECB, PBS, Wisconsin Public Television and Madison's Cherokee Middle School to explore how digital broadcasting and other methods for delivering educational content can give educators easy access to class-room media. Using the digital signal of WHA-DT, ECB was the first of seven PBS broadcasters around the country to conduct such classroom tests.

Three eighth-grade teachers and their students studied U.S. history using indexed digital content delivered in three different formats: via digital datacasting, via Internet broadband, and on CD-ROM. Teachers and students also had a common search tool they used to identify videos/materials related to their studies in content delivered using any of these formats. One of the participating teachers foresees possible changes in how such digital resources could affect the teaching of history: "It could become less chronological and linear. It would have much more depth."

Continuing to test the impact of digital media in classrooms, ECB ended the biennium by unveiling Digital Wisconsin in June 2003. A media library of more than 15 hours of Wisconsin studies and professional development materials, Digital Wisconsin supports 40 teachers from 16 school districts striving to bring digital technologies to their classrooms. A joint project with TEACH Wisconsin and CESA 10, Digital Wisconsin makes this closed-captioned content available on video servers and equips area teachers and library media specialists with the skills to integrate content into curriculum for use during the 2003-04 school year. ECB anticipates later use of these resources by teachers throughout the state.

These digital projects have been shared widely with educators and other public television stations at statewide, regional and national conferences. And twice during the biennium, ECB was asked to demonstrate DTV projects on Capitol Hill so legislators and their staffs could better understand how federal support of public television and DTV can bring such innovative learning technologies to the nation's classrooms.

These new learning technologies only enhance the ongoing resources provided on the ECB Web site, where Wisconsin teachers can search ECB's Instructional Database of more than 1,800 ITV programs (including more than 140 series) to enhance the learning experiences of their students. These educators, through ITV PreView, can also participate online in the network's annual selection of new classroom series.

ECB has also helped plan for the digital future of education statewide as a participant in the Wisconsin Education Network Collaboration Committee (WENCC). Together with representatives of the state's educational institutions and agencies, ECB helped conduct a needs assessment for distance education use in PK-20/lifelong learning, libraries, state agencies, and special interest groups such as the hearing impaired regarding use of digital technologies, including video, for distance education, meetings and training.

Guided in part by the question, "What does the classroom of 2010 look like?", the goal is that the needs assessment will lead to a request for proposal, to install a distance education network in place of the existing BadgerNet Video Network.

Continuing services

The ECB Education Services Division staff continued to conduct SoundWaves~The Wisconsin Youth Radio Festival during fiscal years 2002 and 2003. This competition, co-sponsored by Wisconsin Public Radio (WPR), invites students in grades 3 through 12 to create 10-minute radio programs that incorporate scriptwriting, casting of peers in dramatic roles, and appropriate music and sound effects. Entries are

reviewed by a panel of judges, and each submission receives written feedback from the judges. In addition to cash prizes, winning entries are re-created by the students in WPR studios for broadcast on the WPR's Wisconsin Ideas Network.

The Education Services in-print publications include *Parade of Programs* and *Interconnect*. *Parade of Programs* is the annual ITV schedule book that describes each series, provides broadcast schedules, and correlates each program, by curricular area, to key words. More than 50,000 were distributed to PK-12 educators at the start of both the 2001 and 2002 school years. *Interconnect* is a newsletter distributed to approximately 45,000 PK-12 educators each month during the school year. Its features include the Surf Report, which cites worthy Web sites on a different topic each month, and the Update column, highlighting educational workshops, conferences, and resources, as well as revisions to the ITV schedule.

ECB Online Services

ECB's expansion of online teacher professional development services during the past eight years has positioned the agency as a leader in developing the potential of online conferencing for a variety of purposes. Throughout the biennium, ECB used a range of interactive online conferencing services to help hundreds of educators find new ways to meet their needs. During 2002-03, ECB pilot tested the PBS TeacherLine project, a standards-based program providing teachers with a rich experience in online professional development. The success of those tests, and the state's budget realities of 2003, have led to a refocusing by ECB to make TeacherLine the keystone of its online professional development offerings.

TeacherLine

TeacherLine is a PBS project funded by the U.S. Department of Education in collaboration with the National Council of Teachers of Mathematics (NCTM) and the International Society for Technology in Education (ISTE). TeacherLine has courses on technology, mathematics, science, language arts, and is continually adding courses with plans to expand into other curricular areas.

In 2002-03, the ECB piloted TeacherLine in partnership with CESA 5 and the Madison Metro School District in order to document TeacherLine's benefits for Wisconsin teachers and their districts. Over 100 teachers participated in the online courses offered as part of this pilot. One of the CESA program coordinators noted that TeacherLine provides standards-based instruction that enables teachers in the smaller rural districts to gain new skills in technology integration; the modules also offer an opportunity to create classroom lessons and projects for immediate use in the classroom.

In fall 2003, TeacherLine will be expanded to additional participating CESAs with an eye toward later statewide use. The program has four main components:

- **Learning Modules**
Seven-week Web-based facilitated courses focusing on classroom practice.
- **Virtual Math Academy**
Developed by PBS Teacherline and the National Council of Teachers of Mathematics, the Virtual Math Academy offers free, online professional development for educators.
- **Community Center**
A virtual forum where teachers can access online chats with experts, discuss issues, and find links to relevant articles.
- **Math Academy Links**
Access to Web links, a technology skill assessment, several classroom scenarios, and a glossary.

Facilitated Online Learning Communities

During this biennium, WECB Online also provided teacher professional development on demand seven days a week, 24 hours a day – when teachers have the need and the time. Participants were assigned to facilitated Learning Communities composed of 25-30 teachers. These communities were led by trained facilitators who have attained recognition as exemplary in implementing reform-based curriculum and instruction. WECB Online also provided additional unstructured opportunities for teachers to network with other Wisconsin participants outside their own learning communities, as well as with

teachers in other states. They could post information, ask questions, and discuss topics of their choosing.

Primary examples of such teacher professional development during 2001-03 were MATHLINE and NPRIME.

MATHLINE

MATHLINE was the agency's online professional development program for K-12 mathematics teachers. Its mission was to enable participants to implement standards-based teaching and learning. ECB offered four yearlong MATHLINE programs: the Algebraic Thinking Mathematics Project, for grades 3-8 teachers; the High School Mathematics Project, with a focus on algebra, for grades 8-12 teachers; the Middle School Mathematics Project, for grades 5-8 teachers; and the Elementary School Mathematics Project, for grades K-5 teachers.

NPRIME

The Networking Project for the Improvement of Mathematics Education (NPRIME) enabled mathematics teacher educators in Wisconsin to network together to improve the preparation of PK-16 mathematics teachers. NPRIME was also a professional development experience for faculty participants who represent the state's 36 public and private colleges and universities. NPRIME utilized ECB's statewide online conferencing system to network the faculty participants.

Additional Online Services

To address interest in other uses of online conferencing projects, ECB offered Think Tank, an introductory course in online facilitating and Moderated Meeting Spaces where members of an education group could conduct committee work online from anywhere.



Teachers are introduced to the online learning environment of programs such as TeacherLine, providing professional development courses and graduate credit available from either school or home.

Wisconsin Public Radio Division

Wisconsin Public Radio (WPR) is a partnership of the Educational Communications Board and University of Wisconsin-Extension, with support from listeners through the Wisconsin Public Radio Association. Wisconsin Public Radio produces and broadcasts high-quality audio programs that meet the needs of state residents for cultural enrichment, intellectual stimulation, and discussion of Wisconsin issues.

During the 2001-03 biennium, Wisconsin Public Radio continued to improve its program quality, upgrade and expand its signal delivery capability, exploit new technologies and grow its listener base, achieving a new high in audience ratings in FY '03. More than 380,000 people now listen to WPR each week and during FY '03 over 40,000 individuals contributed a record \$4.2 million dollars, and over \$1.3 million dollars was raised through corporate sponsors.

Wisconsin Public Radio expanded its listener services in January of 2002 when it began streaming its daily programming services on the WPR web site (www.wpr.org). And shortly thereafter, WPR created a companion Internet-based audio archive that allows listeners to access many of their favorite WPR-produced programs on line, at their convenience.

Looking to the future WPR began developing a strategic plan for converting our state network to a digital radio broadcasting service. During the past two years WPR completed digital conversion of its production systems. In the coming biennia the job of converting all 27 transmitters around the state to digital will begin. In addition to providing CD-quality sound over the airwaves, HD Radio will allow WPR to simultaneously transmit data and text to its listeners as well.

WPR Programming Services

Wisconsin Public Radio produces two complementary broadcast services tailored to the listening preferences of its stations' audiences.

The NPR News and Classical Music Network features more than 70 hours of classical music each week, augmented by programs of folk, jazz and opera selections. From National Public Radio (NPR) in Washington, D.C., Wisconsin audiences hear "All Things Considered" and "Morning Edition" and "Fresh Air with Terry Gross." Also scheduled each week on the NPR News and Classical Music Network is Garrison Keillor's "A Prairie Home Companion," plus Wisconsin-produced series such as "Simply Folk" and "To the Best of Our Knowledge."

Alternatively, *The Ideas Network of Wisconsin Public Radio* engages state residents with current issues through in-depth discussions featuring newsmakers, lawmakers, authors, experts, public officials and university faculty. Locally produced

programs hosted by Tom Clark, Jean Feraca, Jonathan Overby, Larry Meiller and Kathleen Dunn, as well as "Calling All Pets" with Patricia McConnell and "Zorba Paster on Your Health," shared the network schedule with other programs such as NPR's "Talk of the Nation."

The News Department of Wisconsin Public Radio provides daily, up-to-the minute coverage of events and issues of importance to the citizens of Wisconsin from its six bureaus around the state. There are a total of 18 daily newscasts on the two networks of WPR. WPR news strives to provide intelligent, balanced and compelling reporting.

Over the past two years the department and individual reporters have been honored with awards from the Associated Press of Wisconsin, the Wisconsin Broadcasters Association, Public Radio News Directors Incorporated, the Milwaukee Press Club, the Northwest Broadcast News Association, the State Bar of Wisconsin and the Wisconsin Medical Society.

News programming initiatives of note during the past biennium included breaking coverage of the shuttle disaster and the war in Iraq; series on historic sites in Wisconsin, mercury in the environment, and suicide prevention; in-depth feature stories on the 2002 Gubernatorial candidates; and special continuing coverage leading up to the 2002 September primary and November general election.

WPR, A Service of Distinction

Wisconsin Public Radio remains a unique service in our national system; we are the second largest state network in America and one of only two such networks to provide two distinctive 24-hour programming services state-wide. Overnight, the NPR News and Classical Music Network broadcasts classical music while the Ideas Network presents news and information from the BBC World Service.

WPR also enjoys the distinction of producing more of its daily program schedule than most other public radio stations in the U.S. And it is the popularity of WPR-produced programs in particular—along with those of National Public Radio and Public Radio International—that cause our audience numbers and listener contributions to continue to grow.

WPR News Director Connie Walker is currently President of Public Radio News Directors Incorporated (PRNDI) a national organization. WPR adheres to the PRNDI code of ethics.

Regional Bureaus and Local Programming

Special events coordinated through WPR's six regional offices enabled thousands of listeners to be involved in live broadcasts and meet personalities who host programs on both networks. The itineraries for Jean Feraca's "All About Food" tour, Zorba

Paster and Tom Clark's "Zorba Paster on Your Health", Michael Feldman's "Whad'Ya Know?" and "Garden Talk" with Larry Meiller included locations statewide. Regional events in Central Wisconsin brought John Powell to Marshfield, Jonathan Overby's "Higher Ground" to Stoughton, and Lori Skelton to Wausau for a special edition of "Sunday Afternoon Live".

WPR's regional bureaus also produced a wide variety of programming of special interest to local audiences. WLSU in LaCrosse produced a 13-part oral history series, "First Person Commentary", in collaboration with UW-LaCrosse. The project combined archival readings with contemporary commentary from local residents and was produced in part with funding from the Wisconsin Humanities Council.

WHAD in Milwaukee continued its strong commitment to local arts programming with its 8th broadcast season of *"Hotel Milwaukee"* and produced its 6th season of *Milwaukee Presents*, an arts-in-review program hosted by Damien Jaques.

In Green Bay, the WPNE regional bureau partnered with the Wisconsin Arts Board and the Wisconsin Assembly for Local Arts to produce a series of Regional Arts Summits, focusing on the impact of the arts on regional economic health and growth, educational advancement and community development.

KUWS in Superior continued to enjoy its reputation for its student journalism program. In the 2001-03 biennium the bureau's student reporters received over twenty awards for journalistic excellence from the Northwest Broadcast News Association. A KUWS program, "Radio Superior," was also recognized as one of four national finalists in the Silver Microphone awards competition.

The Eau Claire regional bureau, WUEC, launched *The West Side*, a local call-in program with Mary Jo Wagner airing from 5-6 pm Monday through Friday. The bureau also hosted a Wisconsin Gubernatorial Debate in cooperation with the Western Wisconsin Press Club, and, with a grant from the Eau Claire Area Foundation, began development of a non-broadcast Hmong language programming service, using the station's sub-carrier signal. This service began in the summer of 2003.

Chapter A Day's 75th Anniversary Celebration

WPR's "Chapter A Day" (said to be the longest-running radio program in the nation!) celebrated its 75th birthday in 2003 with a special statewide tour featuring three CAD readers in *The Feuding Founders*, a dramatic presentation of the letters of John Adams and Thomas Jefferson. Karl Schmidt, Jim Fleming appeared in costume as Adams and Jefferson, with Norman Gilliland playing the part of their mutual friend Benjamin Rush. The text was drawn from the exchange of letters as these founders of our constitutional system of government attempted to "explain ourselves to each other" in the last decades of their lives.

The tour began on September 3, 2002 at the Big Top Chautauqua in Bayfield, and ended on September 26th in the Senate Chambers at the State Capitol, including stops in Milwaukee, Brookfield, Chippewa Falls, Wisconsin Rapids, Sturgeon Bay, and La Crosse along the way.

WPR Partnerships and Community Outreach Initiatives

Creative partnerships enable Wisconsin Public Radio to strengthen its promotion and outreach strategies while building new audiences. WPR collaborated with Wisconsin Public Television to develop a website featuring text, audio and video of election information and voting tabulations. The two state public broadcasting networks also continued their partnership in the "We the People" civic journalism project along with the Wisconsin State Journal, WISC TV and the Woods Communication Group. WPR focused its efforts on producing call-in talk programs involving citizen discussion of important campaign issues.

WPR's regional bureaus, as noted above, regularly coordinate program-related outreach efforts with community organizations, arts groups, other interest groups and public agencies to bring the best of WPR to every citizen of the state.

Production Engineering

The WPR Production Engineering Department made great strides over the past two years in improving the quality of our programming stream and in reaching new listeners through the worldwide web.

New digital equipment was installed in the Green Bay bureau and in three Madison studios. The old NPR satellite dish was replaced on top of Vilas Hall in Madison, and the entire Milwaukee bureau was moved from the 16th to the 23rd floor of the Milwaukee Center.

On the non-broadcast side, WPR began web streaming its programming on the Internet in early 2002 and shortly thereafter spun off an extensive program archive service. Now, 40 percent of all WPR-produced programs are archived and available on the WPR website for up to six months after they first air. Additional web-based services are in the works, such as our new *Simply Folk* web-based folk music calendar highlighting folk festivals and performers featured on WPR. Over 36,000 visitors every month listen to WPR through our Webcasting system—and the numbers are steadily on the rise, not just in Wisconsin but all over the world.

During our call-in programs, it's no longer unusual to receive calls from San Francisco or Washington, DC. We have even received pledges of support from France and New Zealand and e-mail comments and requests from listeners in Japan and Russia. It's not too much of a stretch to say that our WPR community has grown even beyond the borders of the state to include the rest of the planet!

WPR in the Ratings

With these advances in regional coverage, signal and programming strength, the number of WPR listeners grew during the biennium, according to statewide Arbitron surveys. The number of listeners during an average quarter-hour reached an all-time high of 23,600 in 2002. And during the same year the number of people who listened to the network at some time each week rose to 381,100 (up from 374,000 the previous year), the highest weekly audience rating in WPR's history.

WERN/Madison ranked exceptionally high in both local and national standings during the spring 2002 Arbitron survey. The NPR News and Classical Music flagship station ranked second, with an 8.0 share, among the top 20 stations in the Madison metro market. This ranking included both commercial and public outlets. Also, WERN's 8.0 share ranked the station sixth in the nation among all public radio stations. *

WPR's National Productions

Program directors at networks and stations beyond Wisconsin continue to acquire broadcast rights for WPR's national productions. The cross-country lineup for "Calling All Pets" has grown to 66 media outlets, while "To the Best of Our Knowledge" is heard over 93 stations and "Zorba Paster on Your Health" informs listeners of 80 media outlets. Michael

Feldman's "Whad'Ya Know?" has grown to over 300 stations nationwide, reaching an average of 1.3 million listeners each week. Popular programs such as these have enabled WPR to become recognized as one of the largest station-based producing centers in public radio.

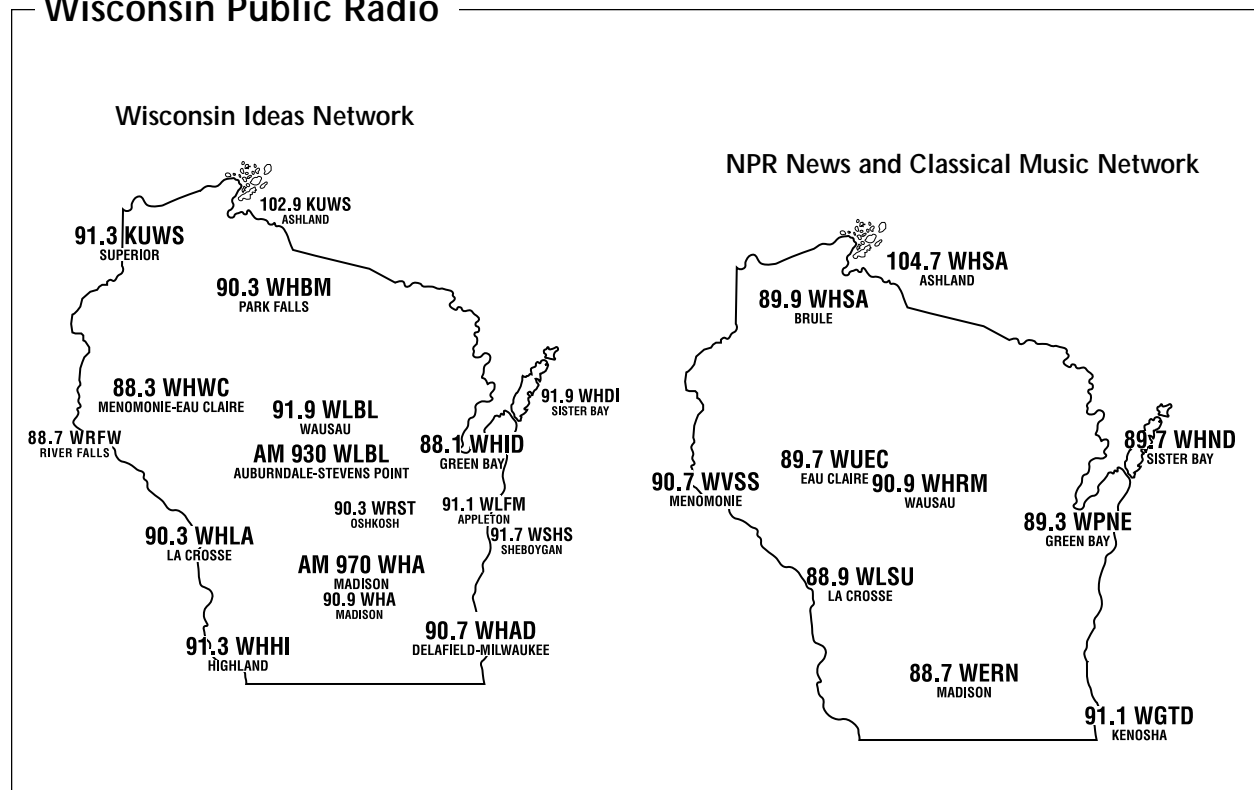
WPR's Future Challenges

All in all, thanks to WPR's listeners, it has been a very good two years. Listenership is up; membership and underwriting are strong; our broadcast signals are reaching more people with better quality sound; and more and more new listeners are finding WPR on the Internet.

Our primary challenges in the years ahead will be to continue improving our program service, increasing our audience in the face of significant downward economic pressures and successfully converting the entire broadcast system to HD Radio.

** Sources: Arbitron—Radio Research Consortium, Inc., Primary Signal Area Report (PSA) AQH, and Cume 12+, Mon-Sun, 6AM-12M, Spring 2001 and 2002. Madison Metro Share Rankings 12+, Mon-Sun, 6AM-12M, Spring 2002. And Spring 2002 Top 30 Public Radio Subscribers, Mon-Sun, 6AM-12M, Spring 2002. Arbitron data are estimates only.*

Wisconsin Public Radio



Wisconsin Public Television Division

Wisconsin Public Television (WPT) strives to boldly enrich, educate and entertain diverse audiences of children and adults through the innovative use of broadcast television, new communications technologies and community outreach.

A partnership of the Educational Communications Board and the University of Wisconsin Extension, WPT is the only statewide television service committed to exploring and encouraging discussion of issues and events that are unique to Wisconsin audiences. WPT provides access to local and national content, extending its reach and impact to more than 571,000 viewers in an average week. Viewers tune in to WPT as a key resource for dialogue and education on topics ranging from news and public affairs to science and cultural programming. It is a statewide service of six stations, six translators and three affiliate stations, broadcasting 18 hours a day, 365 days a year. It is available free of charge on broadcast television. More than 185 cable systems carry WPT to subscriber homes. WPT's loyal audiences make it one of the highest-ranked PBS services nationwide. WPT is supported by 55,000 households and 200 corporate underwriters. Five of Wisconsin Public Television's six stations and six translators are licensed to the Educational Communications Board.

Broadcast television

During the 2001-03 biennium and each year, WPT researches, produces and airs programs that tell the stories of the people, history and spirit of Wisconsin. Forming an integral part of the programming schedule each month, WPT makes it a priority to broadcast programs by local producers about Wisconsin topics

of interest. These well-received and award-winning offerings showcase the natural beauty and intangible qualities of the people that set Wisconsin apart. Some representative WPT productions during the biennium include:

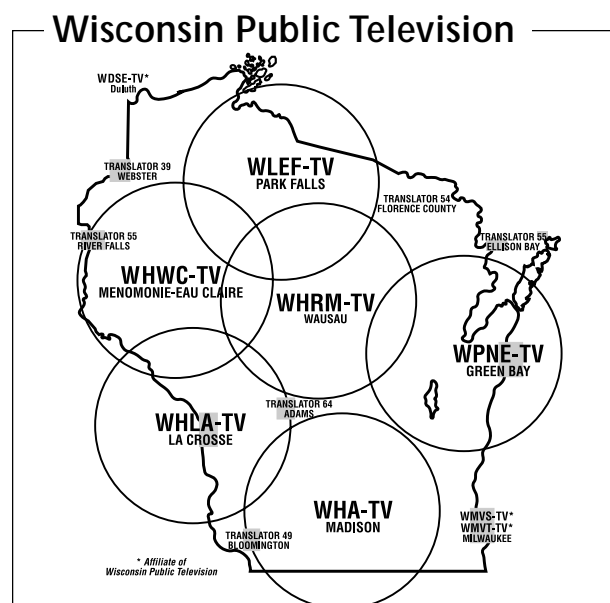
- *Wild Places* – a gorgeously captured portrait of Wisconsin's Natural Areas as the program celebrates its 50th year preserving and protecting fragile and rare ecosystems.
- *Legacy or Legend: Lost Dauphin* – part original opera and part documentary, this program examined the life of Eleazor Williams who brought the Oneidas to Wisconsin and claimed to be the lost prince of France.
- *Up North* – a look at the culture and natural wonders of Northern Wisconsin; the lifestyles and the memories of both residents and visitors.

State history continues to be a key content strand for WPT local programming. During the biennium, a partnership with the Wisconsin Historical Society and The Wisconsin Department of Veteran's Affairs has flourished with the initiation of a series of programs collectively titled *Wisconsin World War II Stories*. A grant from the National Endowment for the Humanities is helping to support WPT's history based programming.

The following WPT productions were created as part of "The Wisconsin Collection", including *Wisconsin World War II Stories* and an ongoing series of programs conceived and produced with the Wisconsin Historical Society.

- *When Wisconsin Was New France* – this award-winning program examines the relationship between Wisconsin's Indian nations and the 17th-century French voyageurs and missionaries who came to the state. This program's audio was a nominee for the National Academy of Television Arts and Sciences, Chicago chapter. And the program received a Merit Award from the Wisconsin Broadcasters Association in 2003.
- *Wisconsin Stories* – a 10-part series in 2001, with another 10 programs that aired in 2002, this series spotlights intriguing people and tales from the state's past.
- *Wisconsin World War II Stories* – stories of triumph and loss are preserved in this Wisconsin perspective of the war. As a tribute to veterans, it premiered for Memorial Day 2003. Three further programs are in production.

WPT's commitment to news and public affairs programs includes a variety of timely and in-depth productions. Wrapping a decade of success, 2002 saw the final episode of *WeekEnd*, the cornerstone of WPT's hallmark news and public affairs coverage. In 2003, WPT launched two new series to



measure the pulse of Wisconsin. Frederica Freyberg hosts *Here and Now*, *Weekend's* successor as our state's "program of record regarding public policy and legislation". The program premiered in January and keeps viewers up to date on state, regional and national happenings. *In Wisconsin*, hosted by Patty Loew, premiered in spring 2003 and delivers a more in-depth look at Wisconsin's news, people and places in a magazine-style format. Already the show is developing a dedicated following. Nielsen ratings indicated that an average of 22,000 viewers statewide watch *In Wisconsin*.

We the People – *Wisconsin* is continuing a civic journalism project that provides citizen access and involvement with the political process. In addition, the News and Public Affairs department continues to produce specialized, timely political coverage for newsworthy events such as the Governor's Inauguration, Governor's addresses, the Supreme Court debate, and others. During the biennium, its merit was further noted by the University of Southern California Annenberg School for Communication, awarding WPT as the Winner of the Walter Cronkite Award for Excellence. WPT's coverage of the Governor's Race won this prestigious honor in 2003.

Viewers have come to depend on WPT program staples such as coverage of Wisconsin Sports, Concerts on the Square, and The Wisconsin Gardener. As a variety service, WPT strives to provide a broad range of different kinds of programming that will appeal to as many audience members as possible.

Families with young children continue to seek out WPT and the comfort and confidence that come with Wisconsin PBS Kids, the most popular, enriching children's programs on television. There are offerings in the lineup appropriate for youngsters across the full spectrum of age and development. The series are curriculum-based, achieve concrete educational objectives and are backed up by outreach materials. Additional tools are available for parents and caregivers on the Wisconsin PBS Kids Web site and links to PBS' fabulous Web destination for children.

During the biennium, WPT also made important contributions to the PBS national schedule.

- *Sewing with Nancy* – WPT produces this long running how-to series, featuring Nancy Zieman of Beaver Dam, distributed widely throughout the PBS system.
- *Century of Quilts: America in Cloth* — the latest in a series of WPT documentaries on quilting. The International Quilt Festival in Houston conducted the ultimate search to find 100 of the most acclaimed quilts of the 20th Century. When the selected quilts were brought together for the show of a lifetime, WPT's cameras were there to meet the quilters and to record the stories of a Century of Quilts. (www.pbs.org/quilts) The documentary received an Award of Distinction from the Videographer Awards.



The late Jim Magruder of Peshtigo is among the veterans featured in "Wisconsin World War II Stories," a new history project for WPT.

New communications technologies

WPT is a national leader in testing and using new and emerging ways to communicate.

Digital television (DTV) became a reality across Wisconsin in this biennium. All six WPT markets are now broadcasting digitally. DTV gives WPT the capability of high-definition and widescreen telecasts. In time, WPT will acquire the capacity to utilize DTV's other promising services; multicasting, delivery of up to four programs at once, and datacasting, the delivery of digital data at hundreds of times the current rate of Internet service.

Community outreach

WPT is proud to reach out to the community, using the powerful medium of television to spark community discussion and action. Through outreach, WPT works with local community organizations to extend its broadcast service, devoting significant resources to building capacity of our communities and enriching the lives of our state's residents. Using a variety of activities and communications technologies along with the resources of partner organizations, WPT increases the impact of television beyond broadcast. Screenings and follow-up discussions, Web chats, locally produced follow-up broadcast programs, volunteer phone banks answering

questions, and development and distribution of resource materials are just a few of the ways the WPT invites viewers to be active participants in lifelong learning.

To engage our audiences in determining the scope of our local programming, WPT has conducted nine community listening sessions. These gatherings bring together community leaders with WPT and Wisconsin Public Radio leadership to help determine new and better ways to ensure that Wisconsin Public Broadcasting meets the needs of everyday citizens.

Significant WPT Outreach efforts are focused on children, parents and caregivers. *Ready to Learn* and *First Book* assist thousands of Wisconsin children to face the beginning of school equipped for the social and intellectual challenges ahead. Through workshops, Web and print resources, and a newsletter, *Ready to Learn* promotes literacy and child development to childcare providers and parents. *First Book* is a direct connection between adult literacy volunteers and pre-school age children. Each month these children, who otherwise might not have a chance to own and cherish a book, are given a new book and encouraged toward a life-long appreciation for the joys of reading. During the biennium, *First Book* achieved a milestone in its five-year history when 5,000 children enrolled for the 2002-2003 season, one of the nation's highest levels of young book lovers served by the project.

Diversity is the theme of a series of Outreach activities that launched in 2003. First WPT hosted a screening and community discussion centered around *P.O.V., Two Towns of Jasper*. The film looked at the 1998 dragging death in Jasper, Texas of James Byrd, Jr. at the hands of white supremacists. The screening and discussion attracted hundreds of Dane County residents. A series of similar community forums are planned around the state for the coming year and in partnership with the Urban League, and UW-Extension 4-H Youth Development.

Special Projects and Partnerships

WPT has made a concerted effort during the last biennium to seek out projects and partnerships that extend the value of the organization as a public service media provider. Valuable partnerships with organizations such as the Wisconsin Historical Society, and many Wisconsin arts, health and media groups are key to WPT success. These projects were made possible through multiple funding sources including the Corporation for Public Broadcasting, The Pew Charitable Trusts, and the National Endowment for the Arts to name a few.

- *National Center for Outreach* (NCO) — Since 2000, WPT has been home to the NCO. Its staff are dedicated to assisting public television stations across the county to provide meaningful outreach to local communities, helping to foster and deepen existing community partnerships. (www.nationaloutreach.org)

- *Best Practices in Journalism* (BPJ) — a WPT project that aims to raise the level of public and commercial broadcasters' reporting of electoral politics. The goal of BPJ is to help local television stations develop innovative political coverage. (www.bpjtv.org)

Funding

Funding for Wisconsin Public Television continues to come from a variety of sources including state, individual and family membership gifts, major giving and bequests, corporate underwriting and foundation grants. Viewers have continued to show their support with strong fundraising during pledge drives and auctions in this period. Support through the state of Wisconsin has been critical in extending and maintaining WPT's statewide public television service. State funding of capital equipment replacement and digital television affirmed the state's commitment to the service. The state's budget circumstances have caused WPT to examine every area of operations to find ways to work more efficiently and more effectively and has reduced overall expenses in every department. During the critical economic circumstances faced this biennium, WPT has closely managed its resources while maintaining a high quality of service that viewers have come to expect.

Awards

During the biennium, WPT productions continued to garner accolades from many prestigious media and design organizations such as:

- The National Academy of Television Arts and Sciences, Chicago Chapter
- Wisconsin Broadcasters Association
- Unda/USA
- Northwest Broadcast News Association
- Milwaukee Press Club
- NETA Awards
- The Communicator, Print Competition
- ProMax (submitted by PBS)

WPT is especially proud of the variety of productions that have received awards, ranging from news and public affairs segments, to interstitials, to entire full-length documentaries. WPT's talents and skills in videography, audio, writing and editing have all been recognized. In addition, multimedia campaigns including Web sites, print materials (poster, annual report), and special events (Garden Expo 2002) have been acknowledged with special honors. WPT staff have also been recognized for their superior accomplishments among their colleagues in PBS nationwide.

Engineering and Operations Division

During the 2001-03 biennium, the Engineering and Operations Division undertook the most extensive facilities construction projects in the history of the agency improving the quality and strength of our broadcast signal, renewing our statewide interconnection capability, and meeting the federal mandate for the conversion to digital television. This was accomplished at the same time the Division was tending to its ongoing operational responsibilities plus planning, developing and maintaining our statewide Public Radio and Television networks, our satellite systems, our public safety and security Amber network, our National Weather Service radio network, and Instructional Television Fixed Service Facilities.

Specific accomplishments of the Division included:

- Strengthening the ECB's three tallest towers at La Crosse, Menomonie and Park Falls preparatory for new DTV antennas and transmission lines.
- Installing new DTV antennas and transmission lines at Green Bay, Park Falls, Menomonie and La Crosse.
- Installing new DTV transmitter systems at Green Bay, Wausau, Park Falls, LaCrosse and Menomonie. Four of the five ECB DTV transmission systems were on-the-air serving the public by the end of the biennium. The Wausau system deadline was extended because of the delay in construction of the new building.
- Relocating our transmitter facilities for WHAD-FM, Delafield from Lapham Peak, a DNR park, to a new location as part of a park improvement project. A new transmitter building, new tower, and transmission systems were constructed at the new site. WHAD-FM continued serving the State's largest market from the new site in January, 2003.



ECB engineers hoist a portion of TV transmission equipment to the ceiling in the newly constructed building on Rib Mountain.

- Re-channeling two of the ECB's TV translators at Bloomington and Webster requiring new antennas and transmitters. These translators were required to change transmit channels due to DTV displacement-related rules implemented by the FCC.
 - Replacing our thirty year old leased microwave interconnection system with a new statewide fiber-based ATM / SONET system. The new interconnect was required to gain the additional bandwidth needed for DTV signal distribution. Extensive hands-on training for Engineering and Operations engineers was required prior to the activation of this unique fiber interconnection system. The cutover to the new system was on March 11, 2003. This innovative system was recognized nationally by PBS and two Engineering and Operations staff members were asked to make a presentation at the national PBS engineering conference in Las Vegas in April, 2003.
 - Beginning a major new public/private broadcast facility construction project to be completed in early FY '04 on Rib Mountain in Wausau. In addition to installing new DTV equipment, this new facility required Engineering and Operations staff from ECB and three commercial broadcast entities to move all analog broadcast equipment from the old building on Rib Mountain while maintaining broadcast services to the viewing and listening public. A joint venture was created to build the tower at this site.
 - Expanding its role in public safety when the new statewide Amber network project was completed in May of 2003 and joined the existing EAS (Emergency Alert System) network.
 - Increasing its maintenance responsibilities with the National Weather Service (NOAA) to include six new transmitters. The Division now maintains 26 National Weather Service radio transmitters across Wisconsin. Coupled with this additional maintenance responsibility, Division engineers attended six days of training on new National Weather Service radio systems.
 - Relocating the Board of Regents station and Wisconsin Public Radio affiliate WLSU-FM, La Crosse, to ECB WHLA tower facilities. This consolidation provides for cost savings in operations, and a greater coverage area for this important "NPR News and Classical Music" station.
 - Relocating the Board of Regents station and Wisconsin Public Radio affiliate WVSS-FM, Menomonie to new leased tower facilities. This installation provides better coverage for listeners of this "NPR News and Classical Music" station.
 - Completing the planning for the second generation "Operations Center" in Madison at the Wisconsin Public Broadcasting Center. The new center will be fully digital and provide for the statewide distribution, monitoring, storage, ingest, and operating of the public radio and television signals. The new center will be operational in the summer of 2004.
- The current Operations Center serves as the central feed point and single control point for Wisconsin Public Radio, Wisconsin Public Television, and auxiliary services such as educational channels reaching Madison and Fitchburg cable TV subscribers. This center controls 36 radio and television transmitters serving all corners of the state and delivered better than 99% reliability throughout the biennium for both radio and television signals. The Center also implemented full use of Program and System Information Protocol (PSIP) program guide for viewers of the new DTV network.
- Continued throughout the biennium to provide specialized services to target audiences via the auxiliary delivery capacity of the agency's radio and television broadcast signals. For example, the TV vertical blanking interval was used to offer assistance to hearing-impaired viewers by closed captioning of Wisconsin Public Television programs, while visually-impaired audiences were aided through descriptive video service. ECB's Engineering and Operations Division had a productive two years.

Administrative and Finance Services Division

The Administrative and Finance Services Division provides the analytical and operational services that support all agency policies, programs and service delivery initiatives. This division serves as a resource in the areas of personnel, employment relations, diversity and employee services, payroll and benefits, training, risk management and safety, budgeting, internal auditing, accounting, fiscal services, purchasing and procurement, facilities management, telecommunications, general support services, information systems, and technology management.

Bureau of Finance

Provides administrative management services in the areas of budget, accounting, purchasing, facilities and fixed assets. This bureau monitors agency revenues and expenditures for statutory compliance, and ensures that the agency is granted a satisfactory audit report.

Human Resource Services Bureau

Responsible for a broad scope of human resource management services, including operation of the agency's affirmative action, employment relations, classification, employee development, compensation, personnel staffing and recruitment, and payroll management activities, as well as fleet management, telecommunications and insurance.

Information Systems Bureau

Administers information technology services for all divisions of the agency, including data administration, applications development, technical Web page implementation, workstation support, data collection and technology planning, as well as records and forms management. During the 2001-2003 biennium, the Division of Administrative and Finance Services focused on:

- Obtaining funding necessary for ECB's digital television initiatives through the state capital budget process
- Converting the existing analog network interconnection to a new sonic ring digital interconnection
- Developing a new Equal Employment Opportunity and Affirmative Action plan
- Developing the 2003-05 capital budget request
- Developing the 2003-05 operating budget



Priorities for the 2003-05 biennium will include:

- Upgrading all agency PCs to support the Windows 2000 operating system; training and implementation for Windows Office 2000 Professional
- Furnishing leadership in conversion of television operations systems to digital platforms
- Implementing enterprise storage asset management via storage area networking

Flexible Work Patterns

ECB has compiled many years of experience with flexible work patterns since the agency implemented policies and procedures during the early 1980s. ECB continues to offer its employees permanent part-time positions, job sharing, flexible-time work schedules and other alternative employment arrangements. Staff members who have elected these options report satisfaction with ECB's success in developing flexible work patterns.

Agency Efficiency Efforts

During the biennium an extensive review of all areas of operations was made resulting in a major consolidation of office space, reduced administrative and engineering staff, and reduced television promotion expenses.

2003-05 Agency Vision and Strategic Directions

The following statements of vision and strategic directions, approved by the ECB Board, will guide the agency's activities as ECB fulfills its mission during the 2003-05 biennium.

Vision

The Wisconsin Educational Communications Board is committed to ensuring that Wisconsin residents have equitable access to telecommunications services and

advanced technologies in support of educational goals. This is accomplished through the activities of the Wisconsin Educational Communications Board and through collaboration with entities involved in educational and cultural initiatives whose purposes can best be served through telecommunications.

Among those initiatives during the coming biennium will be expansion of ECB's leadership role in developing and implementing digital technologies to accomplish a variety of public service purposes. The agency will spearhead research and development efforts aimed at capitalizing on the potential that digital technology and datacasting to accompany television signals, as well as video-on-demand, webcasting and digital asset management—all described earlier in this biennial report. For public radio, ECB will research opportunities to provide audio-on-demand to complement the upcoming transition to in-band, on-channel digital broadcasting.

Agency Strategic Directions

- Serve as a resource for products, services and technical assistance regarding educational telecommunications and other technologies supporting the educational and public broadcasting communities.
- Provide appropriate, timely and innovative statewide technical, facilitative and telecommunications resources to support instructional and broadcast technologies.
- Provide quality television and radio programming that reflects the educational and cultural interests and needs of the people of Wisconsin.
- Increase public awareness, use and support of public and instructional broadcasting.
- Develop and maintain effective collaboration with public and private educational and cultural entities.
- Maintain state-of-the-art technical facilities, adopting new technologies whenever appropriate.